Forecourt & Convenience Retailing - Ireland - June 2015

Report Price: £1095.00 | $1773.30 | €1390.99

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"C-stores and forecourts are primarily being used for top-up shopping when Irish consumers run out of essential food items. These stores are predominantly used in residential neighbourhood areas by Irish consumers aged 45-54. Convenience and forecourt retailers should look to focus on these locations and this consumer group for growth in the convenience and forecourt retailing market."
– James Wilson, Research Analyst

This report looks at the following areas:

- What implications does the downward pressure on food prices have for c-stores and forecourts?
- Which convenience store brands are Irish consumers using regularly?
- How are Irish consumers using c-stores and forecourts?
- Where are Irish consumers most likely to use c-stores?

The Irish grocery retailing industry is highly competitive, and the convenience retailing sector is no different. Convenience retailers have increased investment in developing their in-store proposition to improve their food-to-go and fresh food offering, raising standards across the sector and increasing the range of consumers' needs that they can cater for, to enable them to compete more effectively. Despite this investment, growth in the market is expected to be slow in 2015, with food price deflation the main issue weighing on the sector's performance.

This report examines the convenience and forecourt retailing industry in NI and RoI. This includes an analysis of the main market drivers, in addition to an assessment of the size and direction of the market. It also draws on consumer research to examine which convenience store brands Irish consumers are using, how they are using them and in which locations Irish consumers are most likely to use c-stores.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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